

2021 Rocket Social/ACCP Research: Impact of COVID-19 and the Racial Justice Movement on CSR

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It's been 18 months and the **global pandemic**, alongside **deep social and political unrest**, remains **central** in the daily lives of most people around the world. Recently, Realized Worth had the opportunity to speak with the **CEO of ACCP** about their **research on the impact of COVID-19 and the racial justice movement on corporate social responsibility**. What we learned was encouraging! There is much work to do but, slowly, companies are taking greater responsibility for their power and influence and contributing to **positive change** around the world. Read below and see for yourself. We hope you'll be encouraged, too!

The big story coming out of the survey is how companies are incorporating **diversity, equity, and inclusion** into both the way they approach their **CSR work** and the work they choose to do. Many of the long-term shifts are directly related to the **racial justice movement**, with 64% shifting or adding a racial justice/equity focus and more than half (53%) funding new nonprofits with a racial-equity mission.

Nearly half (47%) of the respondents indicated that their funding budgets have **increased**, which is good news. 36% of budgets remained flat, and 14% are experiencing a decrease. However, from a staffing perspective only 15% of companies say their CSR team has grown, and for 77%, CSR headcount remains flat. What this tells us, unfortunately, is that despite the increasing visibility of the function and demand to measure, integrate, and implement new strategies, **most CSR functions remain under-resourced**. But I'm an optimist. Putting out this kind of research and talking about it with influencers like you will help spread the word. I think we'll see **increased resources** in the years to come.

[Read the full blog here.](#)

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